

Thank you for your interest in Merrigong Theatre Company's current vacancy for

**Marketing Coordinator – Hirer Events Program**

Please note all applications must include:

1. A current CV including:
  - a. Full name
  - b. Phone number/s
  - c. Email address
  - d. Mailing address
  - e. Contact details for at least two referees
  
2. Responses to the selection criteria. You should directly respond to each of the Essential and Desirable Criteria outlined in the position description. Your application **may not be considered** if this is not included.

Notes for addressing the selection criteria:

You need to include a short paragraph explaining and describing how you meet each and every selection criteria listed in the Position Description, giving examples wherever possible. You should include details that highlight your experience, skills, knowledge and qualifications that are relevant to the position.

Applications for this position close at 5pm on Friday 31 March 2017. Applications should be emailed directly to [recruitment@merrigong.com.au](mailto:recruitment@merrigong.com.au) or posted to:

Attention: Recruitment  
Merrigong Theatre Company  
PO Box 786  
Wollongong NSW 2520

If you require further information about the position, please do not hesitate to send an email to [recruitment@merrigong.com.au](mailto:recruitment@merrigong.com.au) including a phone number if you would like a return call.

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## Position Description

**POSITION:** Marketing Coordinator – Hirer Events Program

**CATEGORY:** Permanent Part-time (22.5 hours)

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As part of the Marketing team, the Marketing Coordinator - Hirer Events Program will deliver integrated marketing communication activities for a diverse range of hirer productions. This position will involve developing and maintaining long-term relationships with a range of producers and stakeholders and maintaining up-to-date and accurate databases.

### **POSITION OBJECTIVES:**

1. Maintain and develop hirer marketing relationships.
2. Develop and coordinate integrated marketing communication opportunities for hirers of the Illawarra Performing Arts Centre and the Wollongong Town Hall.
3. Work with the Marketing Content Coordinator to deliver the entire suite of digital marketing activity.
4. Work with the Box Office Manager to ensure a seamless interface of the Hirer's marketing and box office functions.

### **KEY RESPONSIBILITIES**

#### **Position Objective 1:**

- Work closely with the program team and hirers to ensure exceptional levels of customer service are met.
- Engage with new and existing hirers to encourage repeat business.
- Develop relationships with hirers, assisting them in meeting their targets, and ensuring that Merrigong's venues are the first choice for hirers.
- Develop a suite of hirer communication tools that reflect the professionalism of the venue and assist with hirer engagement.

#### **Position Objective 2:**

- Develop presentation tools to showcase the venue's marketing and communications capabilities.
- Work with marketing team to explore full suite of marketing opportunities available.
- Coordinate print and delivery of venue printed material e.g. 'What's On' brochure.
- Schedule and coordinate all marketing opportunities for hirers of the Illawarra Performing Arts Centre and Wollongong Town Hall.
- Manage complimentary and paid marketing services offered to hirers of the venues.
- Monitor marketing results, and work with Marketing and Development Manager to instigate corrective action to guarantee the achievement of marketing objectives.

**Position Objective 3:**

- Brief the Marketing Content Coordinator to ensure innovative digital campaigns are developed, implemented, and delivered.

**Position Objective 4:**

- Work with the Box Office Manager to ensure that the box office operation is fully integrated into marketing strategies and that data collection, reporting and analysis maximises the Company's understanding of its audience, as well as its CRM and sales capability.

**General:**

- Work closely and maintain effective relationships with external providers.
- Other duties as required by the Marketing and Development Manager within the scope of the position.

**ORGANISATIONAL RELATIONSHIPS**

Reports To:	Marketing and Development Manager
Internal Liaisons:	Staff and volunteers
External Liaisons:	Patrons, performing arts organisations, venue hirers, graphic designers, Council staff, suppliers, sponsors

**SKILL REQUIREMENTS****Essential Criteria**

- Minimum 3 years in a marketing, events or communications role.
- Excellent verbal and written communication skills and experience across a range of usages and mediums.
- Strong customer service focus and relationship management.
- Experience in coordinating projects from start to completion.
- Experience in planning, briefing and delivering printed and digital marketing collateral.
- Understanding of traditional and digital marketing strategies.
- Ability to manage time effectively and efficiently in order to meet a large number of competing deadlines.
- Computer literate and able to work in a PC environment.

**Desirable Criteria**

- Tertiary qualifications in Marketing or Communication, or a related discipline.
- Previous experience in a similar position.
- Experience with website content management systems.
- Experience with database management.
- Knowledge of the performing arts industry.
- Working knowledge of Adobe Creative Suite tools.
- Understanding of privacy principles.
- Understanding of WH&S principles and regulations.
- Driver's Licence.

**Attributes**

The appointee shall:

- Have excellent copywriting skills.
- Display an understanding of commercially successful digital marketing campaigns.
- Be audience and patron focussed.
- Be highly organised.
- Have a methodical approach to his/her work.
- Be a team player.
- Be able to work efficiently in a busy team and open plan office.
- Be able to show initiative and ability to problem solve.
- Display very good attention to detail.
- Have a passion for the arts.
- Have good humour, with a positive and enthusiastic outlook.

**SPECIAL CONDITIONS**

- Some work outside of regular hours (evening or weekend) will be required on occasion.
- Attendance at Merrigong events will be required.